

2023 LEC Integrated Digital Marketing Plan

*Comprehensive Access To Your Target Consumer Database.
Maximize Brand Exposure In Multiple Dimensions*

Mission of our services

The market changes in the post-pandemic era have brought about huge challenges to the industry. With the impact of Covid19, the LEC integrated marketing platform allows enterprises to make full use of the **440,000+ high-quality industry databases** accumulated by the platform and carry out their marketing and customer acquisition plans, using the **traffic from integrated channels** and **marketing tools that can directly reach potential customers**. Our mission is to maximize the effectiveness of your marketing content, and help you achieve **continuous business growth** based on **cost-effective marketing** solutions.

CHINA LICENSING
EXPO





Official website

(4,000+ related keywords in Baidu/Google, 1,000,000 exposure in SEM per year, website is ranked amongst top three in keywords search results.)



*listed in 4,000+ local and international websites (data from website SEO tool)



Article published on LEC website homepage

Price: USD 328/article (non-exhibitor)

Official WeChat

(74,000+ industry followers, up to 5,000 views for single article, 20+ groups with LEC industry buyers, precise exposure for your brand)



Exhibitor News, Company/IP Introduction, Exhibition News Service....

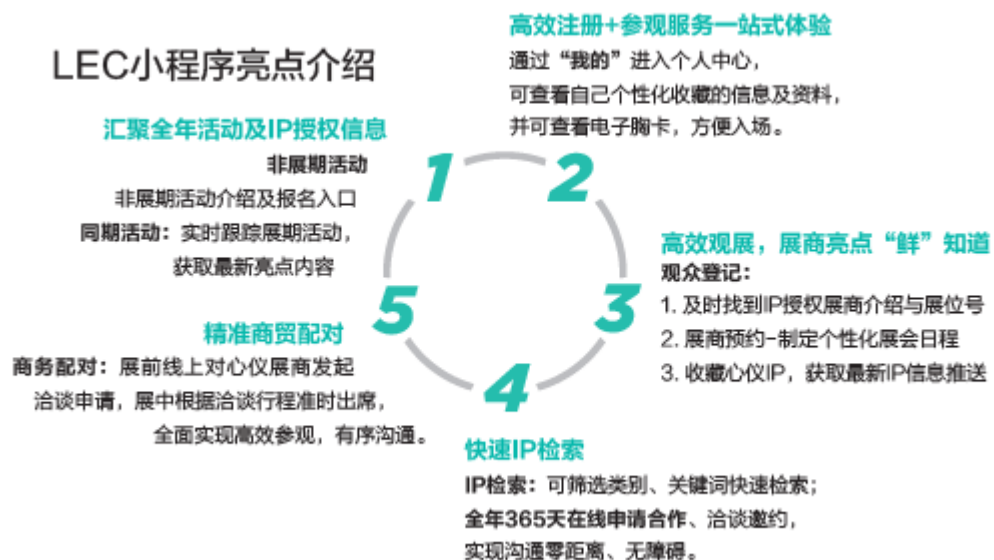
Price: USD 820/article (non-exhibitor)

Mini Program

(Total **31,600** visitors per year, up to **968,900** visits in one year, and maximize to **279,224** visits in a single month.)



- Content includes visitor registration, business matching, IP search, featured IP, and event sign up during the exhibition or other times. **All year-round service in 360-degree dimensions!**
- **Multi-channel promotion** across online (WeChat, website, Landing Page, media partners) and offline (On ground promotion, IP+ business matching, exhibition)



Mini Program Advertising Placement

· Homepage Featured IP

Landing page of the link:

IP Bank

Qty: 6 – 18



· Sliding banner at “IP Search” page

Landing page of the link:

IP Bank/Client’s website (plugin need to be embedded)

Qty: 12



IP Bank

(Promoted across all LEC online platforms, covering local and international industry buyers, facilitate your business conversion)

Displayed on PC & mobile devices, pushed through LEC website, WeChat, Mini program, Landing Page, SEM and Media partners.



CHINA LICENSING EXPO 2023 全球授权展·上海站 (LEC)
2023.6.28 - 30 | 国家会展中心(上海)



This brand-new daily match making service can help licensors and licensees to contact each other online throughout the year

IP Bank — Precise business enquiry matching

(Promoted across all LEC online platforms, covering local and international industry buyers, facilitate your business conversion)

Collect and filter buyer information, and recommend IP based on the buyer's request.

CHINA
LICENSING
EXPO 2023
全球授权展·上海站

全球授权展·上海站 (LEC)

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IP检索 授权商列表

EN

申请授权合作

姓名 *	<input type="text"/>
电话 *	<input type="text"/>
電郵 *	<input type="text"/>
公司 *	<input type="text"/>
意向企業 *	<input type="text" value="德品商贸(深圳)有限公司"/>
意向IP名称 *	<input type="text" value="B.Duck小黄鸭"/>
合作预算 *	<input type="text" value="请选择"/>
合作需求 *	<input type="text" value="包括合作产品、合作时间、期望合作形式等"/>
验证码 *	<input type="text" value="cs2e"/>
<input type="button" value="提交"/>	



- *The organizer responds immediately to provide IP matching service*
- *WeChat community real-time connection, to help licensors quickly and effectively reach the targeted licensees and ultimately reach the cooperation*

Media Partnerships

(covering media releases from the entire industry, reporting the exhibition and exhibitor information throughout the year, increasing information exposure)



Media exposure

2,000+ media exposure

Licensing Expo China was held on July 14th, 2021, with a packed media area. Media from central media, portal websites, financial media, video portals attended the event. Partial media list:



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EDM Distribution and Banner ads

Themed Campaign

--E-newsletter (EDM) distribution

Email with a collection of multi-brand IP recommendations. Build awareness of your IP among professional visitors with the LEC exhibitor/IP recommendation column. Effectively expand licensees, and directly attract visitors to your "IP Bank" page for partnership applications. Limited number of banner advertisement spaces can be embedded in the e-newsletter (EDM), which can be linked to designated websites.



Multi-brand IP recommendation

Email format:

Multiple brands jointly release products and news (limited to 6-8 clients)

Material request:

Contains only introduction text (300 words) and images (2-3 pics)

Frequency: once a month, up to 8 brands each time

Database coverage: 10,000 + emails to assigned data (visitors)

Exclusive Industry Activities Throughout the Year

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Industry activities/Business matching events

IP + X business matching events/ IP Talk seminars

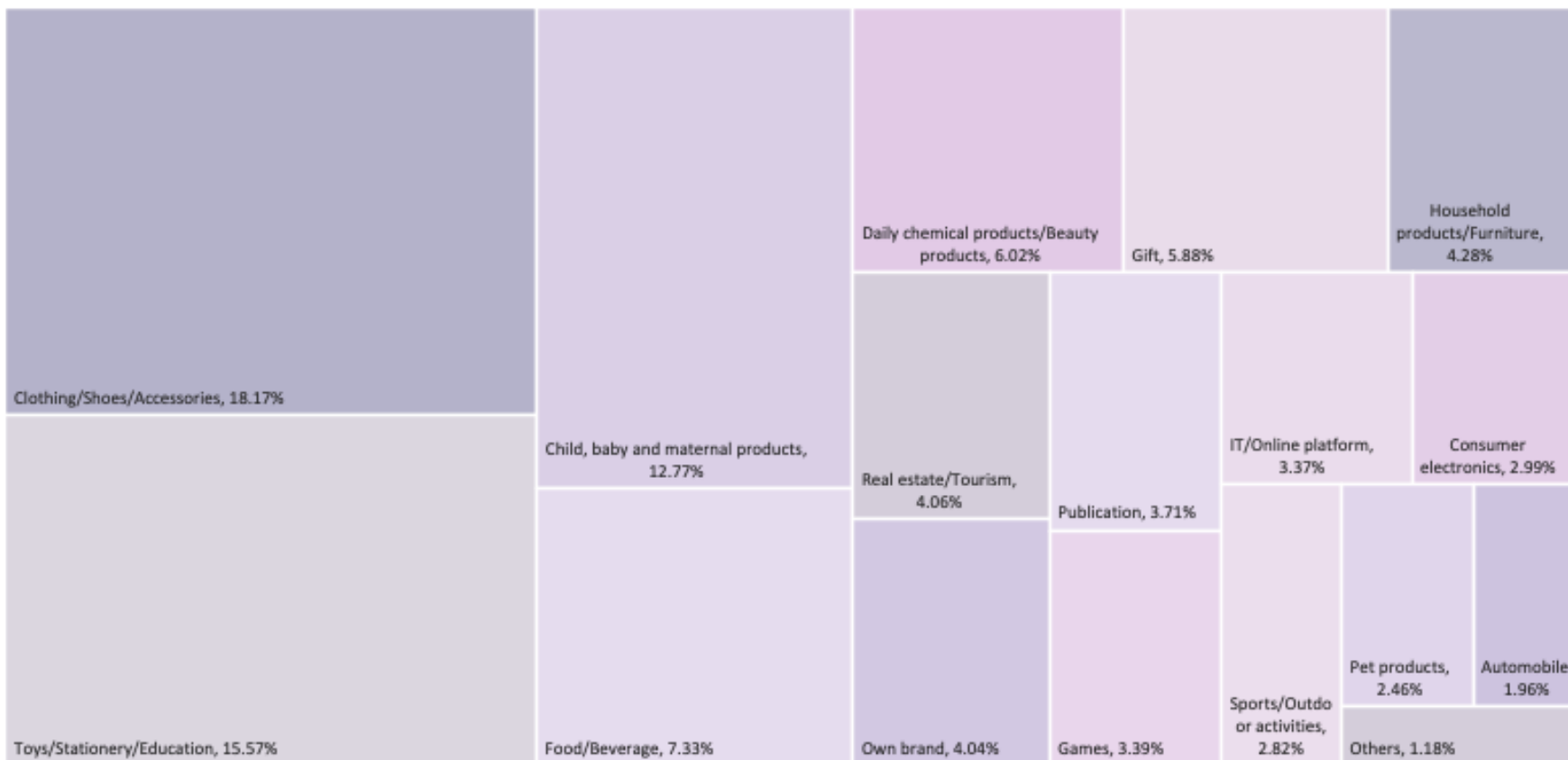
- **10+** events throughout the year!
- With a **big database** of professional visitors and industry buyers accumulated over **5 years**, the organizers will extend **1 on 1 exclusive invitations to brand owners**.
- Industry knowledge and latest trends sharing, **in-depth content with deep connections with the market**, understand the **needs and pain points** of licensors and licensees!



IP + X business matching events/ IP Talk seminars

(Exclusive invitations from database, open to exhibitors only, decision makers including Director level and above account for up to 60%)

Industry wise breakdown of LEC visitors



- Clothing/Shoes/Accessories
- Toy/Stationery/Education
- Child, baby and maternal products
- Food/Beverage
- Daily chemical products/Beauty products
- Gift
- Household products/Furniture
- Real estate/Tourism
- Own brand
- Publication
- Games
- IT/Online platform
- Consumer electronics
- Sports/Outdoor activities
- Pet products
- Automobile
- Others



Marketing service	Marketing service content	Package A (USD 2,460)	Package B (USD 4,918)
“IP Bank” Online display	1 Company info Listing	●	●
	2 IP and case reviews with images and text	●	●
	3 Page design for company online “store” (Unified style)	●	●
	4 Company videos embedded (within 30s)	●	●
Exposure through multi-channels	1 One brand article release in LEC website under Industry News	●	●
	2 One brand article release in official WeChat with primary position (schedule decided by organizer)	●	●
	3 One brand article release in LEC mini program under Industry News	Schedule decided by organizer	Schedule decided by organizer
	4 Logo featured in LEC mini program homepage IP recommendation column (live all year round)	1 month exposure in rotation with other brands (first come first serve, schedule decided by organizer)	2 months exposure in rotation with other brands (first come first serve, schedule decided by organizer)
	5 Sliding banner in LEC Mini Program under “IP Bank” page (live all year round)	1 month exposure (first come first serve, schedule decided by organizer)	1 month exposure (first come first serve, schedule decided by organizer)
	6. Video posts on LEC Wechat/Douyin official account.	1 post	2 posts
Precise marketing	7 One Live Stream link Ads on LEC Mini Program. (Will launch after March,2023)	/	●
	1 EDM promotion (Multi-brand IP recommendation, schedule decided by organizer)	1	1
Business matching	2 EDM advertising banner (position and schedule decided by organizer)	1	2
	1 IP Search online matching function	●	●
Online + Offline event marketing	2 Information sync of partnership application from client	●	●
	1 Tickets to LEC events - IP+ business matching events/IP Talk seminars	1 event	2 events
	2 One Mixed Speech session(15 mins) in IP Talk (IP or product be presented)	/	●
Price		USD 2,460	USD 4,918

Media Kit--Mini Program



· Splash Ads

Landing page of the link:

IP Bank

Size: 560px (W) X 750px (H)

Jan or Feb: USD **1,640/month**

Mar or Apr: USD **2,460/month**

May or Jun: USD **4,098 /month**

Other months: USD **820 /month**

(Limited to one advertiser per month)



· Sliding Banner Ads in Home Page

Qty: 2

Landing page of the link:

IP Bank

Size: 750 (W) x 360 (H)

Jan or Feb: USD **1,312 /month**

Mar or Apr: USD **1,968 /month**

May or June: USD **3,279/month**

Other months: USD **820 /month**

Media Kit--Banner at the bottom of E-badge

• Banner at the bottom of E-badge
(Comes with a free banner at the Pre-Registration confirmation page in official website)

Qty: 1

Duration: Jan.-June., 2023

Landing page of the link: none

Size: 700 (W) x 120 (H)

Price: USD **4,918/month**

我的胸卡



观众登记通道即将开启
敬请期待...

专业观众 VISITOR



Pre-Registration Confirmation Page Banner Ads in official website



Media Kit——Landing Page (separate charge)

(920,000 + visits across all online channels in 2022, 550,000+ impressions forecasted for second half year of 2023)



Effective IP/brand exposure

Size: 1280*393

Format: SEM Landing Page, pre-registration page, form at news feeds advertising page

Can add link to designated website

Duration: from event pre-registration page going live to pre-registration closure

Exposure: about 550,000+

Qty: 3

Price:

Jan or Feb: USD **1,312**

Mar or Apr: USD **1,968**

May or Jun: USD **3,279**

IP Talk Live Stream——exclusive session (mixed charge)

1. Client to provide IP introduction and prepare speakers.
LEC will overall manage the live stream sessions and topic which include speech (payed service) and panels to involve all the participants. The live stream will be conducted on the Wechat and Huodongxing platform, date will be confirmed by the LEC.
2. LEC to promote through database and invite visitors.
3. LEC will take care of event sign ups.
 - ✓ LEC will prepare sign up forms
4. LEC will manage the execution on the live stream day, and the client will deliver their presentation.
5. Design posters and post speech content for the client.



IP Live Stream——exclusive session (separate charge)

1. Client to provide IP introduction

- ✓ Client to provide IP introduction and samples
- ✓ Prepare speaker

2. LEC to promote through database and invite visitors

- ✓ LEC will invite visitors through EDM, SMS, WeChat and other channels
- ✓ 50,000+ database coverage

3. LEC will take care of event sign ups

- ✓ LEC will prepare sign up forms and submit attendance report with visitor sign up information to client.

4. LEC will oversee the logistics on the live stream day, and the client will deliver their presentation

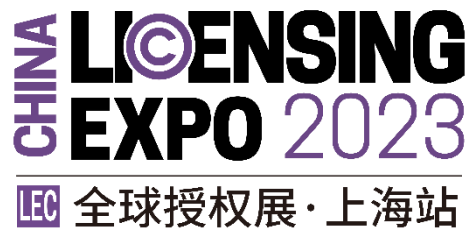
- ✓ LEC will take care of the logistics during the live stream, and direct signed up visitors to the live stream (the format and platform will be decided by organizer)
- ✓ Maintain order during the live stream
- ✓ Client to ensure speaker's presence on time

5. Post live stream, client will receive list of sign ups for future follow ups

- ✓ List includes live stream viewers
- ✓ List also includes non attendees of the live stream

Price: USD 8,197 / session (exclusive)

2023 LEC looks forward to working with you!



June 28-30, 2023

Hall 2.1 & North Hall, NECC (Shanghai)

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